

## ABSTRACT

There are methods and apparatus, including computer program products, for service improvement techniques for a transportation service provider using mobile devices. In one aspect there is received user-entered data for at least one field present in a provided electronic form. The form includes a link that, when activated, establishes a voice channel between the passenger and a customer representative and provides a unique identifier associated with the user-entered data that enables a customer representative to retrieve the user-entered data. In another aspect, there is a graphical representation that is transmitted to a customer or a driver to facilitate execution of a reservation of a transportation service to be provided to the customer by the driver. In another aspect, there is a location range received from a wireless handheld device associated with a driver and data received from the driver indicative of a more accurate location within the location range.

15

20832136.doc